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# Business Databases on the Web: Report on Business Librarians' Spring Meeting

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# Association of College & Research Libraries - New England Chapter Newsletter

No. 85, Fall 1998

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## ACRL/NEC FALL CONFERENCE

**Inside, Outside/Upside, Downside: How and Why Libraries Are Reorganizing**  
**Keynote Speaker: Maureen Sullivan, President ACRL**  
**Friday, November 20, 1998, 9:00 - 4:00**  
**College of the Holy Cross, Worcester, MA**  
**Registration materials will be mailed to all members.**  
**Contact Laura Walters, Tufts University**  
**[lwalters@infonet.tufts.edu](mailto:lwalters@infonet.tufts.edu)**

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## ACRL/NEC Pre-Conference, November 19, 1998

### Introduction to Facilitation Skills

To complement this year's Fall Conference theme on reorganization in libraries, the ACRL/New England Chapter will offer a pre-conference on Thursday, November 19, 1998. "Introduction to Facilitation Skills" will address the growing need in our organizations for a greater number of staff to be skilled as facilitators, helping others solve problems and make decisions, especially within groups. This participative approach requires knowledge about how to develop and lead a team/group/committee and how to use group process to run an effective meeting. This pre-conference will be presented by Maureen Sullivan and Shelley Phipps, both well-known in academic libraries for their consulting and training work with ARL/OLMS and for their outstanding facilitation skills.

Registration for this full-day learning opportunity will be limited; materials with further information will be mailed in October.

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such as installing an uninterrupted power supply for the systems, multiple circuits, dimmable lighting, and locally adjustable HVAC.

Linda Zieper, University of Massachusetts Dartmouth, described the trials and tribulations of a classroom shared by an open lab computer center and the library instruction program. Although the classroom was monitored when not in use for library instruction, problems with desktop configurations, bookmarks, and clearing the room before classes were rampant. Solutions included stricter policies, training of assistants, and careful scheduling.

Following lunch, a panel of speakers beginning with Keith Gresham, University of Colorado at Boulder, shared experiences and insights. Gresham addressed concept-based library instruction as a means of connecting the abstract to the practical. Five non-linear stages of online exploration were described. The electronic hands-on classroom was shown to be the ideal place for these connections to occur, enabling learning through "failure" and exploration to take place.

Katherine Holmes, Lesley College, described multiple intelligences in the electronic classroom. Using Howard Gardner's "frames of mind" and Daniel Goldman's "emotional intelligence" theories, Holmes defined eight intelligences which affect the ways in which people learn best and suggested we teach to as many of these as possible. After her presentation, we brainstormed for ideas on how to apply this knowledge to provide appropriate learning situations for all.

Kenneth Gibson, SUNY Stony Brook Health Sciences Center, addressed the effects of an electronic classroom on instructional styles and service. Students moved between the demo and hands-on rooms for each class, which averaged one to two hours in length. The layout of the classroom, including rows of computers interspersed with display monitors, created an environment prone to several problems. Plans for a second classroom will include "a room with a view," projection capabilities, ADA equipment, and a center isle.

Tours of Yale University electronic classrooms presented by library staff concluded the day. Overall, the conference reinforced and repeated several key points. 1) Have a firm use policy in place before opening an electronic classroom. 2) Include a strong technical support arrangement (if it doesn't work, what is the point?). 3) Be careful to include conceptual learning when teaching skills. 4) And, as Cheryl LaGuardia put it, "one of the longest roads is back," so plan carefully!

For more information and outlines of many of the presentations, please visit the program website at <http://www.library.yale.edu/instruction/nebic/>.

--Corinne Ebbs  
Westfield State College

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## **Business Databases on the Web: Report on Business Librarians' Spring Meeting**

On Thursday, May 21, twenty business librarians met in the Library Seminar Room of the Snell Library at Northeastern University to hear representatives from major business publishers discuss the web-based versions of their company's products. Participants were able to view in-depth demonstrations of each product and ask questions about content, scope, searching capabilities, and pricing structure for academic institutions.

The first speakers of the morning, Ethel Salonen and David Alexson from Disclosure, demonstrated Global Access and Piranha. Global Access provides World Wide Web access to real-time and historical company

financial data from over 5 million U.S. and international company documents. Insider analytics, research reports, price-earning ratios, database reports, company tearsheets and articles for both domestic and international corporations are also available. Global Access can be searched by multiple fields, and reports allow for full-text searching. Piranha is a windows based analytical software that works in conjunction with Global Access to assist the user in creating custom research reports and recommendation letters. Sophisticated computations such as peer analysis, regression analysis, competitive analysis and time-series analysis can also be performed. Libraries can customize access to these databases. More information can be obtained at [www.disclosure.com/dga](http://www.disclosure.com/dga) or by calling 1-800-754-9690.

Next, Morrissey Perfitti spoke about Dow Jones Interactive. Traditionally an on-line service, Dow Jones News made a decision a few years ago to invest in new technology with the introduction of their experimental product, Wall Street Interactive. When they had over 100,000 subscribers, DJ News moved to the web. Dow Jones Interactive consists of five databases: The Publications Library, Business Newsstand, Custom Clips, Company and Industry Center, and Historical Market Data Center. The Publications Library, the most popular of the five and the "bread and butter" of the service, is a searchable archive of over 5,000 sources including newspapers, newswires, magazines, trade publications, and television transcripts. Business Newsstand provides full-text content of the top name business publications (unfortunately, Wall Street Journal is not available to the academic community) and Company and Industry Center accesses detailed financial and market research reports. All the databases have a consistent and easy to understand screen and can handle simple and complex queries. Information for the academic market can be obtained by contacting Patrick Moriarity at 978-922-5074.

The third speaker, Kimberly Ommerbohn from Moody's Investors Service, presented Moody's Company Data Direct, available through Moody's Financial Information Services (FIS) Online. This service essentially provides a World Wide Web interface to the Moody's Manuals. Currently, the service contains data for 10,000 U.S. public companies. All companies in the Industrial, OTC Industrial, and OTC Unlisted Manuals are included, as are a large number of companies from the Bank and Finance, Utility, and Transportation Manuals. (In the future, more companies, including those in the International Manual, will be added.) The user may select the parts of the company report he or she wants to view, which may then be downloaded or printed through the web browser. In addition, an automated feature allows the user to save financial tables directly to a spreadsheet. Through an "Advanced Search" feature, a number of detailed fields, such as SIC code, state, city, stock exchange, and financial fields, can be searched simultaneously. Finally, the "Search EDGAR" feature links the user to real-time EDGAR filings. Moody's Company Data Direct is available to academic institutions at a flat rate for one concurrent user. Two-week trials are available (call Kimberly at 800-342-5647 ext. 0448).

Last, but not least, Carol Polen, a product developer from Standard & Poor's, demonstrated Standard & Poor's Net Advantage. Net Advantage combines nine of S&P's business reference titles into one Web-based product. Publications included are the Bond Guide, Corporation Records, Dividend Record, Earnings Guide, Register of Corporations and Executives, Stock Reports, Industry Surveys, Stock Guide, and the Outlook. An "Easy Search" feature allows the user to search for information by company name or ticker symbol, while a "Detailed Search" allows searching by any field. There are two views to Net Advantage: "Publication View" allows the user to search for information by specific S&P publication, while "Information View" leads the user to search for information by type, for example, industry information. Net Advantage has been tailored for the library research market. Thirty different combination packages are available at highly discounted rates, based on number of users, to encourage libraries to offer campus-wide access to the product. A demo site with full functionality is available at [www.NetAdvantage.standardpoor.com/demo](http://www.NetAdvantage.standardpoor.com/demo).

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